

Rebranding Recycling in America

U.S. Environmental Protection Agency
Briefing
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Rebranding Recycling in America



Inconsistent logos, signage, and messages
create consumer confusion

Consistency

Brand Building

Partners

The Campaign

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- What two things did they need to do...

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Main Entry: **re·cy·cle** (rE-'sl;k&l)verb:

to pass again through a series of changes or treatments: as **A:** to process (as liquid body waste, glass, or cans) in order to regain material for human use **B:** recover **C:** to reuse or make (a substance) available for reuse for biological activities through natural processes of biochemical degradation or modification

Source: Merriam-Webster Dictionary

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Recycle what, when, and how?

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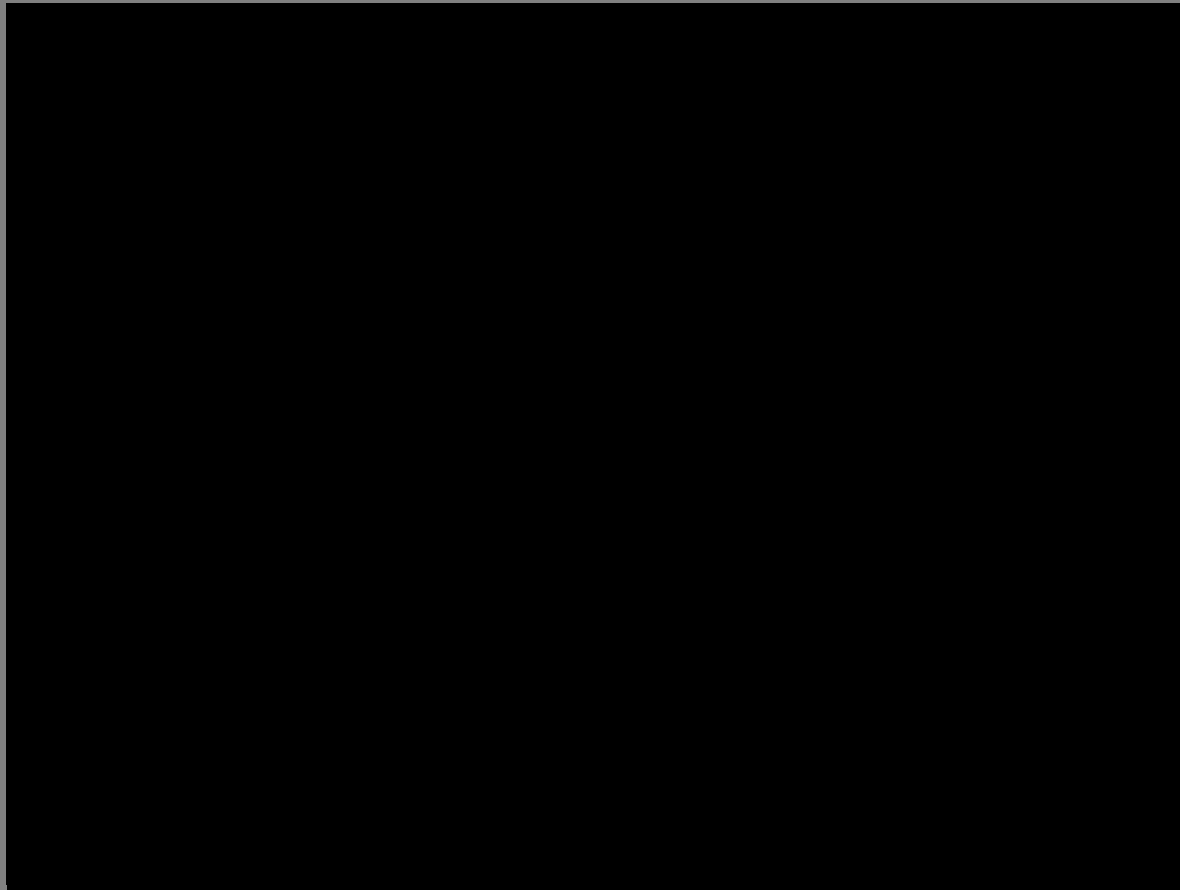
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What happened to the movement?

An image that galvanized America...

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What happened to the movement?

Our land was drowning in trash...
...and ad that spoke to Americans...

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- In 1988, there were 1,000 curbside programs.
- Today there are 10,000 programs.
- Between 1990 and 1995 our recycling rate went up 10 percentage points.
- In the last 10 years, the recycling has only risen 5 percentage points

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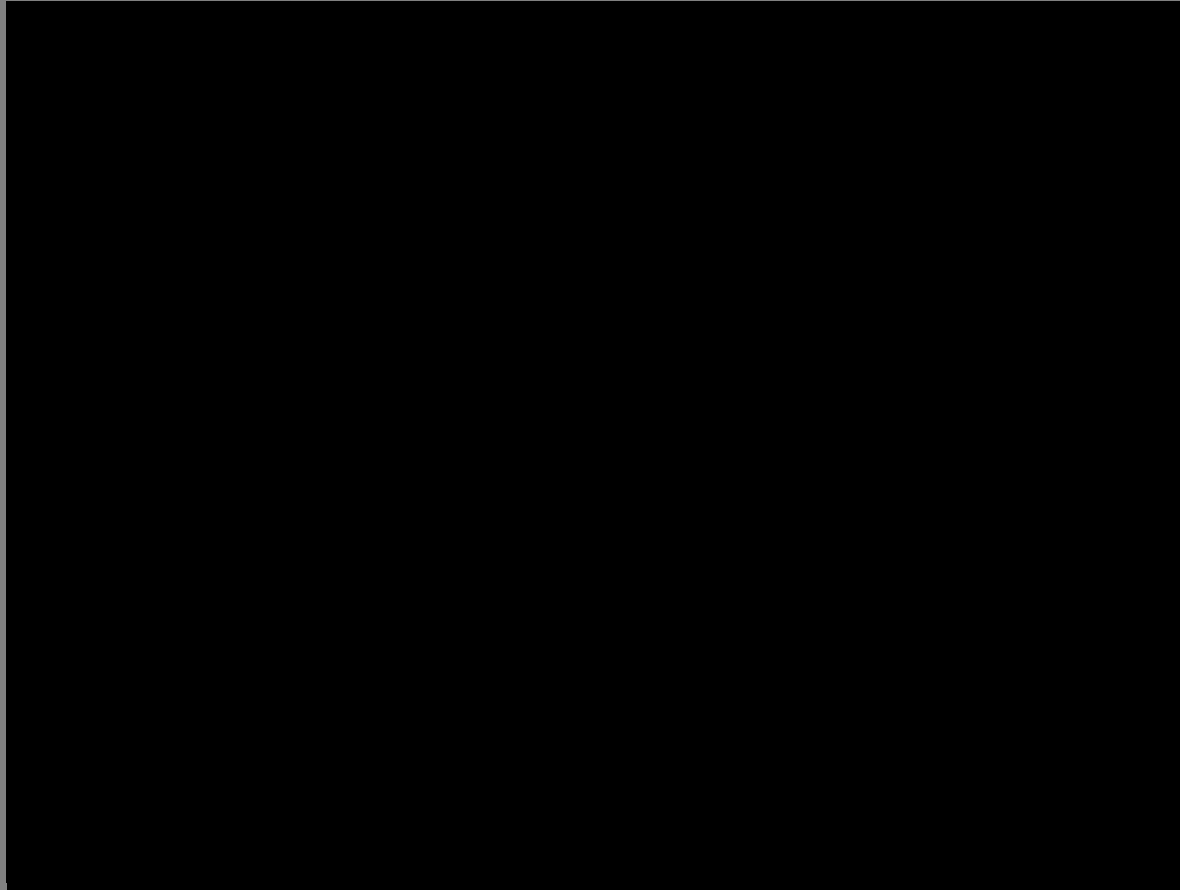
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What happened to the movement?

An image that galvanized America...
...and ad that spoke to Americans...
...then, we DID something about it.

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“You can learn a lot from a dummy... buckle your safety belt”

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- Pre-launch: 80% of Americans believed safety belts work. 11% actually used them.
- Between 1982 and 1988, safety belt usage increased from 11% to 47%.
- In 1989, the use of safety belts in states with safety belt laws rose from 21% to 70%.

Source: Ad Council

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“You can learn a lot from a dummy... buckle your safety belt”

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"Recycling has made a great first step"

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No unified national strategy

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A new partnership to
re-energize Americans to
recycle more...

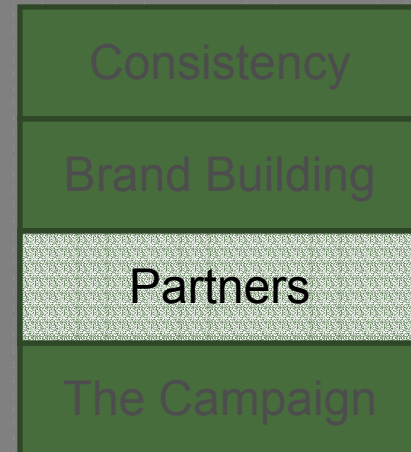
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- Founded in 1978
- 500 member companies – food retailers and manufacturers, bottlers, distributors, and suppliers.
- Represents 26 of the 100 largest U.S. food and beverage companies.
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Rebranding Recycling in America

Phase 1:

**Bring Consistency to
Recycling Terminology and
Symbols**

Phase 2:

The Advertising Campaign

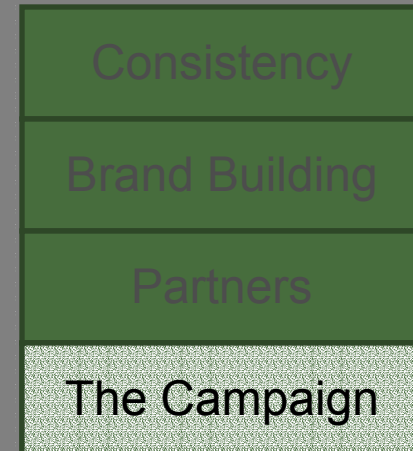
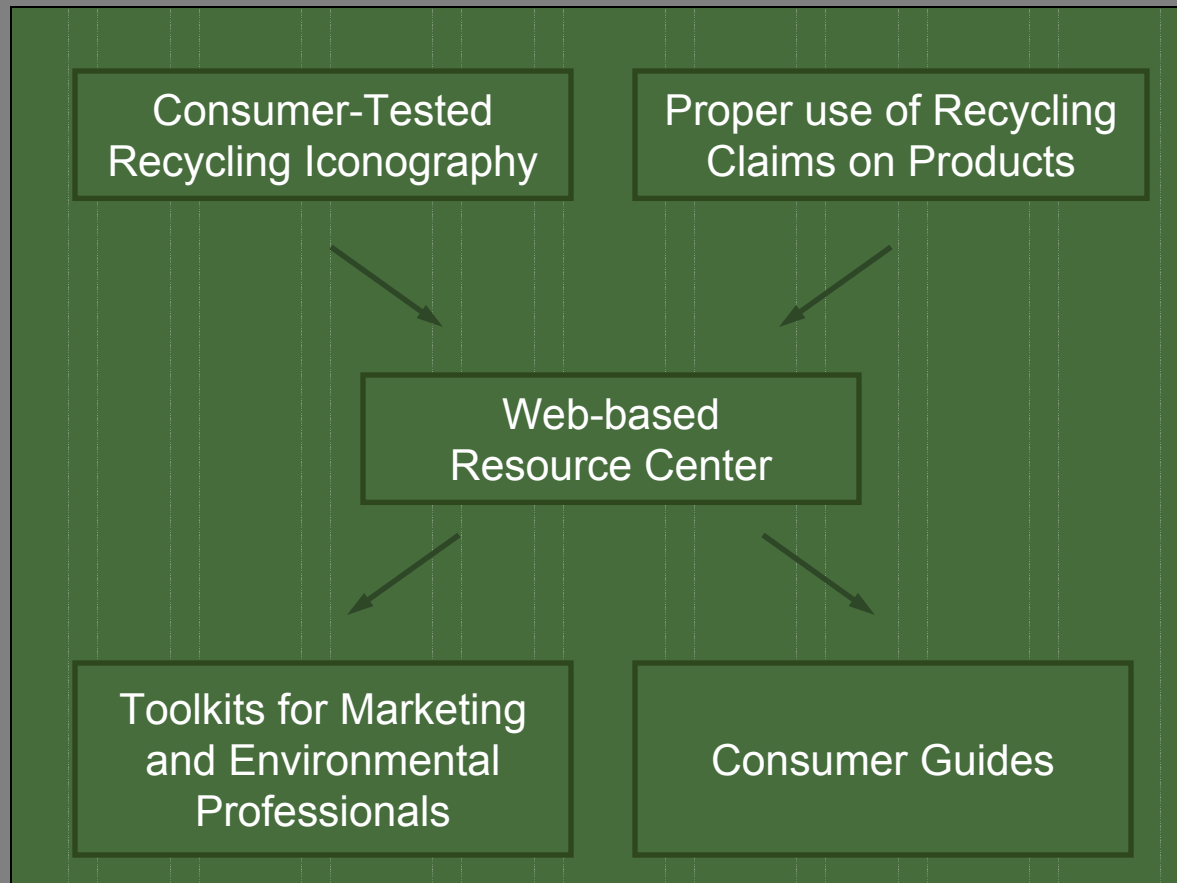
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Phase 1: Bringing consistency to recycling terminology and symbols

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QUANTITATIVE

Who is our target?

- Recyclers and non-recyclers
- Recycling behavior
- Attitudes and opinions about recycling
- Metrics to measure campaign results

QUALITATIVE

How do we talk to them?

- Positioning
- Determine what messages will motivate consumers to recycle

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Phase 1: Bringing consistency to recycling terminology and symbols

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- Reach out directly to consumers.
- Reach out to consumers through corporate partners.
- Reach out to consumers through the recycling community (city, county, and state governments, recycling associations, material processors, haulers, etc.).

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Phase 2: The Advertising Campaign

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- Public service announcements – TV, radio, print, online
- Direct marketing elements
- Paid online advertising
- Web site for consumers
- Public relations
- Grassroots or guerilla marketing techniques
- Collateral development for consumers
- Co-branding activities
- Toolkit of materials for corporations and the recycling community

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Phase 2: The Advertising Campaign

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RE-ENERGIZING
Americans to recycle more.

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